



WKMG

ORDER

Print Date 09/10/12

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Flight Dates 09/04/12-09/10/12

Contract / Revision 258125 /

Original Date / Revision
08/31/12 09/10/12

Advertiser POL/Americans For Prosper

Agency Mentzer Media Services

Buying Contact Elise Cloyd

600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Product
AMER 4 PROSPERITY

Agency Com 15%

Billing Contact

600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 431

Alt Order # 06302634

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A50+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 195000

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	38	\$165,750.00	\$195,000.00	0.00	08/27/12	09/10/12	38	\$165,750.00	\$195,000.00
Totals	38	\$165,750.00	\$195,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/04/12	09/07/12	Local 6 News 12-1230p CM	CM	12-1230p	-TWTF--	1:00	4	\$1,600.00	P-3	0.00	NM	4	\$6,400.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		4				\$1,600.00		0.00			
E 2	WKMG	09/04/12	09/07/12	News at 6p CM	CM	6-630p	-TWTF--	1:00	4	\$2,400.00	P-3	0.00	NM	4	\$9,600.00
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		4				\$2,400.00		0.00			
E 3	WKMG	09/04/12	09/07/12	News at 7p CM	CM	7-7:30p	-TWTF--	1:00	4	\$3,000.00	P-3	0.00	NM	4	\$12,000.00
				News at 7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		4				\$3,000.00		0.00			
E 4	WKMG	09/04/12	09/07/12	M-F 11p News CM	CM	11-1135p	-TWTF--	1:00	4	\$4,400.00	P-3	0.00	NM	4	\$17,600.00
				M-F 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Print Date: 09/10/12

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Contract / Revision

258125

Flight Dates 09/04/12-09/10/12

Hiatus Dates

Original Date / Revision 08/31/12/ 09/10/12

Order Sep 00:15:00

Advertiser POL/Americans For Prospe Product AMER 4 PROSPERITY

Estimate # 431

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	09/04/12	09/07/12	M-F 11p News M-F 11p News	CM	11-1135p	-TWTF--	1:00	4	\$4,400.00	P-3	0.00	NM	4	\$17,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--					4	\$4,400.00		0.00			
E 5	WKMG	09/04/12	09/04/12	Tue Prime 9p NCIS:LA	CM	9-10p	-1-----	1:00	1	\$14,000.00	P-3	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-1-----					1	\$14,000.00		0.00			
E 6	WKMG	09/04/12	09/04/12	Tue 1 Hour Special/10p Democratic Convention -	CM	10-11p	-1-----	1:00	1	\$12,000.00	P-3	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-1-----					1	\$12,000.00		0.00			
E 7	WKMG	09/06/12	09/06/12	Thu 1 Hour Special/10p Democratic Convention-T	CM	10-11p	---1---	1:00	1	\$12,000.00	P-3	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---1---					1	\$12,000.00		0.00			
E 8	WKMG	09/07/12	09/07/12	Fri Prime 9p CSI:NY	CM	9-10p	----1--	1:00	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----1--					1	\$10,000.00		0.00			
E 9	WKMG	09/07/12	09/07/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	1:00	1	\$14,000.00	P-3	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----1--					1	\$14,000.00		0.00			
E 10	WKMG	09/08/12	09/08/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----2-	1:00	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----2-					2	\$800.00		0.00			
E 11	WKMG	09/08/12	09/08/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	1:00	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1-					1	\$1,100.00		0.00			
E 12	WKMG	09/08/12	09/08/12	Sat Prime 9p No Show/See US Open V	CM	9-10p	-----2-	1:00	2	\$6,000.00	P-3	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----2-					2	\$6,000.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		1	WKMG	09/03/12-09/09/12	Sat Prime 9p	9-10p	-----Sa--	1:00		(\$6,000.00)		0.00	NM		
		See MG 12.5													
		2	WKMG	09/03/12-09/09/12	Sat Prime 9p	9-10p	-----Sa--	1:00		(\$6,000.00)		0.00	NM		
		See MG 12.5													
		5	WKMG	09/09/12-09/09/12	NFL Game 1	various	(1:00 PM-4:00 P-----Su	1:00		\$12,000.00		0.00	NM		
		Ⓜ MG for 12.2,12.1													
E 13	WKMG	09/08/12	09/08/12	Sat 11p News Sat 11p News	CM	11-1135p	-----1-	1:00	1	\$4,400.00	P-3	0.00	NM	1	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1-					1	\$4,400.00		0.00			
E 14	WKMG	09/09/12	09/09/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	1:00	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1					1	\$3,000.00		0.00			



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Contract / Revision 258125 Flight Dates 09/04/12-09/10/12

Hiatus Dates

Original Date / Revision 08/31/12/ 09/10/12

Order Sep 00:15:00

Advertiser POL/Americans For Prospe Product AMER 4 PROSPERITY

Estimate # 431

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WKMG	09/09/12	09/09/12	Face The Nation Face The Nation	CM	1030-11a	-----1	1:00	1	\$2,200.00	P-3	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----1	1		\$2,200.00		0.00						
E 16	WKMG	09/09/12	09/09/12	CBS Evening News CBS Eve News	CM	630-7p	-----1	1:00	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----1	1		\$1,300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/03/12-09/09/12		CBS Evening News		630-7p	-----Su	1:00		(\$1,300.00)		0.00	NM		
See MG 16.2															
[NO NEWS]															
2	WKMG	09/10/12-09/10/12		Morn News at 6a		6-7a	M-----	1:00		\$1,300.00		0.00	NM		
Ⓜ MG for 16.1 09/09															
E 17	WKMG	09/09/12	09/09/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	1:00	1	\$14,000.00	P-3	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----1	1		\$14,000.00		0.00						
E 18	WKMG	09/09/12	09/09/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----1	1:00	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----1	1		\$10,000.00		0.00						
E 19	WKMG	09/09/12	09/09/12	Sun Prime 10-11p The Mentalist	CM	10-11p	-----1	1:00	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----1	1		\$10,000.00		0.00						
E 20	WKMG	09/09/12	09/09/12	Sun 11p News Sun 11p News	CM	11-1135p	-----1	1:00	1	\$4,400.00	P-3	0.00	NM	1	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----1	1		\$4,400.00		0.00						
E 21	WKMG	09/10/12	09/10/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	1-----	1:00	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	1-----	1		\$1,600.00		0.00						
E 22	WKMG	09/10/12	09/10/12	News at 6p News at 6p	CM	6-630p	1-----	1:00	1	\$2,400.00	P-3	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	1-----	1		\$2,400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/10/12-09/16/12		News at 6p		6-630p	M-----	1:00		(\$2,400.00)		0.00	NM		
See MG 22.2															
[Program lost due to US Open]															
2	WKMG	09/10/12-09/10/12		Men's Final		4p-7p	M-----	1:00		\$2,400.00		0.00	NM		
Ⓜ MG for 22.1 09/10															
E 23	WKMG	09/10/12	09/10/12	News at 7p News at 7p	CM	7-7:30p	1-----	1:00	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	1-----	1		\$3,000.00		0.00						
E 24	WKMG	09/10/12	09/10/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	1:00	1	\$4,400.00	P-3	0.00	NM	1	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



WKMG

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Contract / Revision **258125** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/31/12/ 09/10/12

Order Sep 00:15:00

Advertiser **POL/Americans For Prospe** Product **AMER 4 PROSPERITY**

Estimate # **431**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 24	WKMG	09/10/12	09/10/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	1:00	1	\$4,400.00	P-3	0.00 NM	1	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	1-----	1		\$4,400.00		0.00					
E 25	WKMG	09/10/12	09/10/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	1-----	1:00	1	\$12,000.00	P-3	0.00 NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	1-----	1		\$12,000.00		0.00					
													Totals	38\$195,000.00